

#LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2524762	Student Name	Bubacar camara
Website Chosen	Yoga reading		
Insert hyperlink to website	Yoga reading		
<u>Evaluation</u>			
Respond to each question			
Section 1 – Usability			
(75 words maximum for each answer)			
Question 1a - How quickly and easily does the website load?			
Answer: The website appears to load Quigly.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: yes, The website have many sub-pages, like classes, price, time, event and contact information. Customers can browsing easily using menu at the top of page.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customer can make booking directly through the website. There is a book now and buy now button.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: the website can accessibility for a new customer . Like “START HERE” to allow the customers to see to all section that’s can help.			
Section 2 – Pleasure – Customer Experience			
(75 words maximum for each answer)			
Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?			
Answer: The website look fresh and simple, with clear sections the text is easy to read. It shows professional.			
Question 2b - How does the website use imagery, video and colour?			
Answer: the colour are simple and fine, that much the brand.			
Question 2c – Has the website made use of an online chat tool on the website? How effective is this to enquire about the product or service?			
Answer: The website does not have online chat. There is online phone contact and email.			
Question 2d – How effective are the social media links on the website?			

Answer: The link for the social media are not in website content that's can reduce engagement with customers, the social media is the key for a business in this days.	
Section 3 – Perceived Value	
(75 words maximum for each answer)	
Question 3a - How are the services offered by the company made clear to customers?	
Answer: the servicers are clearly explained by categories like dynamic, yoga, ashtanga, practices, function movement, and restorative practices.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: the costumers reviews are not shown in the website provided text.	
Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend to a friend or family member?	
Answer: The services is presented as high quality. I would recommended it because of its wide range of option, and focus on both physical and mental wellbeing.	
Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If no, why do you think the company has chosen not to include prices?	
Answer: Yes, the prices are clear with different option like drop-in, class passes, and memberships	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Yoga reading
	2. Yoga classes reading
	3. toga studio near me
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: The website is appear in top when searching "yoga reading" because it is specific business name.	
Section 5 – Reflection and conclusion	
(120 words maximum for each answer)	
Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.	
Answer: Yes, website is very Important in modern UK business. They provide essential information, allow customers to book services and build trust.	
Question 5b - If you were to make one recommendation about how to improve the website of your chosen company, what would it be? Why have you suggested this improvement?	

Answer: Website look perfect to me, I do not have recommendation to improve the website.

Reference List

Bing.com. (2026). Available at:
<https://www.bing.com/search?q=yoga+reading+&form=CHRDEF&sp=-1&lq=0&pq=yoga+reading+&sc=9-13&qs=n&sk=&cvid=4075CBFAB22C44C0AC7EE230CBFBB4EC> [Accessed 26 Apr. 2026].